

WSBT-TV Identification of News and Programming Quarterly Program Issues 2nd Quarter – April, May, June, 2013

PRESENT: John Haferkamp, TV News Director; Bob Montgomery, Radio News Director; Michelle Jewell, Programming Coordinator

On March 27, 2013, a meeting was conducted to identify the issues of importance for the 2nd Quarter (April, May and June) of 2013.

Five issues were identified as being significant to WSBT-TV's viewing audience based on historical and current interest as observed from web traffic and viewer correspondence as well as pertinent national news topics.

The issues identified for the 2nd Quarter 2013 are as follows:

1. Economic Concerns – The national focus on the economy, economic equality, cost of goods and services as well as efforts to assist local citizens with economic concerns
2. Severe Weather – Educating and preparing people for severe late spring and summer weather
3. Fact Finder – In-depth reporting initiative that focuses on topics relevant to viewers in our area (i.e., gas prices, cold case investigations)
4. Health and Wellness – Providing information regarding health risks, trends, new developments and illness prevention.
5. Summer Preparedness – Providing information, education and resources for viewers on issues related to preparing for summer (health tips, child and family resources, tourism information, travel safety, etc.)

These five issues will be used in WSBT-TV's 2nd Quarter Issues and Program List which is submitted to the FCC at the end of the quarter and placed in WSBT-TV's Public File.



Documented By: Michelle Jewell, Programming Coordinator

3/27/13

Date